

RICE LAKE AREA SCHOOL DISTRICT
700 Augusta Street
Rice Lake, WI 54868

BOARD OF EDUCATION
PUBLIC RELATIONS COMMITTEE MEETING
Board Room at the Board of Education/Administration Office

Thursday, March 2, 2017

5:30 p.m.

MEETING MINUTES

- I. **Call to Order:** The meeting was called to order at 5:30 p.m.
- II. **Participants:** Present: Tami Alberg, Randy Drost, Josh Estreen, Scott Falkner, Doug Kucko, Bill Rademaker, Bert Richard
Absent: Isabelle Thurston
Others Present: NA
- III. **Statement of Notice Given:** Superintendent Randy Drost announced that notice of the meeting was communicated by public notice as required by 19.84 of WI statutes.
- IV. **Approve meeting minutes from Thursday, January 12, 2017 [action]:** Josh Estreen and Tami Alberg motion to approve the meeting minutes from Thursday, January 12, 2017. All present voting yes. Motion approved.
- V. **Radio Advertisements Update-Randy Drost:** JT Koser discussed the radio outreach plans and costs. There was discussion about specific “drive time” advertising and about the possibility of developing a jingle for the district. By consensus, the committee decided to go with the \$10,000 Below Conservative Plan.
- VI. **Facebook Advertisements Update-Scott Falkner:** Scott Falkner reviewed recent social media advertising and the number of people reached. The committee discussed including the Rice Lake community in the ads.
- VII. **Signage Update-Randy Drost:** Randy Drost reviewed the sign mock-ups from Perfect Image and Dynamic Signs Design as well as estimates. The committee recommended different layout options for the wall above the weight room entrance to say, “Home of the Warriors” along with the “W” image, or something similar. Also with the W in gold and not blue?

The committee also decided against a sign above the concessions stand. They reviewed a sample of a sign to go on the announcer stand; as well as signs for the gym walls and to go up by the tennis courts. The committee would like to see a mock-up of the “W” image and the word “Warriors” to fit in between the columns in the high school gym instead of drawn out along the wall and over the columns. Randy will contact Danny and Dave to get more options for the gym and the sign by the tennis courts.

- VIII. Marketing Plan Subcommittee Update-Randy Drost/Doug Kucko:** The committee reviewed a draft Marketing Plan outline. The Marketing Team will continue to revise/edit the document once the final team is developed. The Marketing Team will continue to report back to the PR Committee.
- IX. Website revisions to “Why Choose Us?”:** The committee reviewed the Why Choose Us page on the website as well as the district profile page and discussed how we can elaborate or improve these pages for those who want more information on Rice Lake Area School District. It was also requested that a button be added on the food service page to allow for online payments.
- X. Other:** N/A
- XI. Next Meeting Date/Time:** The next meeting is to be determined. The committee discussed possibly meeting in May.
- XII. Adjourn:** Tami Alberg and Bert Richard motioned to adjourn the meeting. The meeting was adjourned at 7:08 p.m.

Minutes submitted by Colleen Kinziger.